

# Mochamad Syafei Bayan Rizqi

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A recent graduate of Applied Computer Science (S.Tr.Kom) from Politeknik Negeri Jember, majoring in Information Engineering. Possesses a strong interest in Information Technology, particularly in website development, hardware and software troubleshooting, and digital content production. Experienced as an IT Support, Web Developer, and Content Creator with proven skills in communication, problem-solving, and team collaboration.

## Work Experience

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**Content Creator, IT Support (Cv Arrohmah) - Jember**

January 2020 – January 2025

### 1. Content Creator

#### 1) Creative Content & Branding Strategy

##### I. Visual Content Production

- Created, managed, and published visual content (photos, videos, graphic designs) to promote Monascho's herbal products across digital platforms (Instagram, TikTok, YouTube, Shopee, Tokopedia).
- Produced and edited professional video content (customer testimonials, product explanations, digital campaigns) using CapCut and basic Adobe Premiere.

##### II. Creative Idea Development

- Designed trend-based social media content aligned with platform algorithms, resulting in a 35% increase in engagement within 6 months.
- Redesigned the company's logo and product packaging labels to be more modern, consistent, and brand-representative.

#### 2) Digital Marketing Management

##### I. Digital Platform Optimization

- Managed daily content on Instagram Reels, TikTok, and online marketplaces to target younger audiences (Gen-Z and Millennials).
- Applied **visual SEO** and **hashtag optimization strategies** to improve product visibility and discoverability.

##### II. Team Collaboration

- Coordinated with production and marketing teams to ensure consistent brand messaging across all digital channels.

### 3) Technical & IT Support

#### I. IT Support

- Handled hardware troubleshooting (PC, Printers) and software issues (OS installation, error fixes) to support office operations.
- Performed regular maintenance and set up local network systems.

## II. Web Development

- Contributed to internal website development by debugging and adding basic features using **HTML, CSS, and JavaScript**

### Internship (Cv Natusi) - Mojokerto

August 2023 – December 2025

Role: Developer & Tester | Technologies: Laravel, HTML, CSS, JS (Backend), Flutter (Mobile), MySQL, GitHub

#### 1 System Development, and Infrastructure Management.

- GPS radius and QR code-based attendance verification
- Admin dashboard for attendance recap, user management, and automated report generation
- Self-service interface for members (profile updates, attendance history)
- Conducted black-box testing across all application modules, ensuring 100% functionality compliance with specifications.
- Result: Reduced attendance manipulation and shortened daily data recap time by 70%.

#### 2 Hardware Maintenance

- Diagnosing LCD issues (flickering, dead pixels)
- Replacing components (flex cables, HDD)
- Reinstalling OS and drivers
- Installed and configured **CCTV systems** in the East Java Police server room
- DVR configuration, network setup, and real-time monitoring tests
- HDD replacement and basic data recovery for corrupted drives

#### 3 Server Management

- Participated in server migration for the Sidoarjo Health Department
- Physical server relocation and post-migration connectivity testing
- Raised floor installation, structured cabling (UTP straight), and UPS setup

#### 4 Client Needs Analysis

- Engaged with RSUD Sidoarjo Barat team to redesign website interfaces using HTML/CSS.
- Created a UI design prototype (Figma) for a general consent form for RSUD Dr. Wahidin.

#### 5 Team Coordination

- Assisted in projector installation at Puskesmas Sidoarjo.
- Developed technical documentation as a troubleshooting guide for client hardware.

### Content Creator (Rifz Apparel) - Yogyakarta

June 2025 – August 2025

#### 1 Key Responsibilities :

- Developed creative ideas for promotional, lifestyle, and behind-the-scenes apparel content
- Packaged product visuals with cinematic and aesthetic approaches to remain competitive in the digital space
- Produced consistent daily content for Instagram Reels, TikTok, and other platforms
- Conducted social media trend research to ensure content relevance and attractiveness

- Collaborated with the design and production teams to ensure visual messaging aligned with Rifz Apparel's brand identity.
- Managed content production timelines effectively to consistently supply marketing materials.

## 2 Achievements :

- Successfully increased Rifz Apparel's social media engagement through creative content and visual storytelling.
- Introduced unique content formats that resonated closely with the lifestyle of the target audience (teenagers and young adults).

## Education

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**State Polytechnic of Jember**

2020 - 2024

Diploma IV (Bachelor's Equivalent) in Informatics Engineering, 2024

GPA : 3.72

## My Project

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Link to Website :

